



**BIG  
BOOM  
DESIGN**

**CITY OF ASHEVILLE  
FEBRUARY 2016**

# PROPOSAL BREAKDOWN

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## EXECUTIVE SUMMARY

We are truly excited about the opportunity to collaborate with the City of Asheville in the creation of your new web presence. We are excited about the possibilities our polished CMS sites have offered to clients in the past, and we hope to extend this capability of improvement to you as well.

**Our team is ready to listen to your needs and cater to them through the vehicles of solidarity, innovation, and results.**

## PROJECT VISION

Big Boom Design's vision for the next generation of City of Asheville's web presence:

- ★ Give the site visitor simple and easy access to the content they are looking for, regardless of the device they are browsing on or the nature of their visit.
- ★ Give City of Asheville's staff the knowledge and tools needed to easily maintain the website without additional expense.
- ★ Design a user friendly website accessible to people of all abilities, where the site visitor immediately connects with the core values and principles of City of Asheville.
- ★ Design a scalable platform that can easily grow as the demands of the internet and City of Asheville evolve.

## PROJECT GOALS AND METHODOLOGY

The Big Boom Design project managers would work directly with administrators in the Information Technology Department, Communication and Public Engagement Division, and content editors in each of the City's departments to meet the following goals:

### Functionality:

- Build the site to be **accessible** to persons of all abilities, including those with visual/hearing impairments
- Overall site design to be **responsive** when viewed on all types of devices – up to 6 breakpoints
- Reflect the **links** between city services and subordinate sites, particularly geographic information systems, external database searches, online utility payments, citizen reporting tools, citizen engagement tools, activity registrations, and social networking sites
- The home page will **integrate** with the Asheville City Source blog to feature all news and events
- **Functional** and easy to use calendar feature
- Provision of configurable site **navigation** menus on each page
- Incorporate easy to use **search** utility displaying descriptive information on all content in the search results
- Ensuring site design is cross browser **compatible**
- Provide **integration** with existing government web applications currently in use and provide for easy integration with future government applications
- Integration with **content** from city social media sites such as Twitter, Facebook, YouTube and Instagram

### Design:

- Have a new look and feel that incorporates **modern** best practices in user interface and user experience design
- Design of the website should support the **branding** efforts of the City and reflect the diverse make up and vision of the residents and businesses of the community
- **Optimized** templates theme for quick page load speed
- Ability to use **custom** banner images and section menus on various sections of the website

## BIG BOOM DESIGN QUALIFICATIONS

Big Boom Design Inc is a full stack, **educational web design and Internet consulting agency** established in Boone, NC by Boomer Sassmann in 2007. We excel at:

- **Assessing** the strengths and weaknesses of your current site
- Working with you to develop and **implement** a comprehensive plan for your new site
- **Tracking** key metrics about your site visitors
- **Educating** you about how the internet can be used to grow your business or organization



Over the past nine years we've been privileged to work with hundreds of amazing clients in dozens of industries across the globe.

Here at Big Boom Design, we design and build websites and applications primarily using WordPress. This provides an extremely user friendly interface, open source technology, limitless scalability and is currently powering over ¼ of the internet.

We strongly believe in educating and empowering our clients so that they can play an integral role in the success of the overall project. Our team can provide ongoing training to groups, through video production or via one-on-one sessions. We also understand that truly great projects will never stop evolving. At Big Boom Design we strive to design and build sites that can grow and evolve without boundaries.

Our company headquarters (and 100% of our team) are based in Asheville, NC. Please feel free to stop by our website at <http://bigboomdesign.com> or visit us in person at The Crest Mountain Center in West Asheville.

## FEATURED CLIENT LIST

Big Boom Design has a strong client base that reflects our high level of professionalism and fanatical attention to detail. Below are just a few highlighted clients from our website portfolio that consists of more than 200 amazing businesses and organizations.

**kronotexUSA**

★ **Kronotex USA** – <http://kronotexusa.com>

Client since 2014 – BBD was responsible for the complete overhaul of this site onto a WordPress platform. BBD Continues to operate as the primary Webmaster. Hosting, Analytics, SEO, and Product Catalogue Upkeep.



★ **Western North Carolina Green Building Council** – <http://wncgbc.org>

Client since 2012 – BBD was responsible for the full site overhaul and consolidation of multiple sites into one. WordPress blog integration on home page, user portal, multiple membership levels with various access to the site.

**girl scouts**  
carolinas peaks  
to piedmont

★ **Girl Scouts Carolinas Peaks to Piedmont** – <http://girlscoutsp2p.org>

Client since 2013 – BBD is responsible for the complete internet presence of the Girl Scouts Carolinas Peaks to Piedmont. Full website development, hosting, tracking, and strategic internet marketing plan development.



★ **Beech Mountain Chamber of Commerce** – <http://beechmtn.com>

Client since 2011 - BBD is responsible for the complete internet presence of the Beech Mountain Chamber. Full website development, site construction, hosting, tracking, and strategic internet marketing plan development.



★ **Banner Elk TDA** – <http://bannerelk.com>

Client since 2015 - BBD is responsible for the complete internet presence of the Beech Mountain TDA. Full website development, site construction, tracking, and membership directory build out.

**wsbi**

★ **Winston Salem Business Inc** – <http://wsbusinessinc.com>

Client since 2011 - BBD was responsible for the entire site build as well as ongoing updates and improvements to the WSBI Inc website.

WINSTON-SALEM BUSINESS INC.

**HIGH POINT  
UNIVERSITY**

★ **High Point University** – <http://highpoint.edu/journey>

Client since 2015 - BBD is responsible for the ongoing support of the website and data management system. Full website development, site design, and tracking for the High Point Journey.

# PROPOSED COST OF SERVICE - WORDPRESS

## **WordPress Website Development..... 20 Hours**

- ★ Strategy session for development of Site Information Architecture.
- ★ Install and Setup of WordPress CMS and plugins in a development environment for the site construction
- ★ WYSIWYG, Open Source, Content Management System (CMS) with multiple user roles
- ★ Plugin bundle for site speed, security, and functionality of WordPress
- ★ Contact form with up to 8 fields/JS validation of fields/Anti-Spam Script, Data Capture
- ★ Image continuity and optimization, fastest download time possible
- ★ Browser compatibility (IE 8-10, latest version of Firefox, Safari, & Chrome)
- ★ W3 compliant with current standards

## **Content Migration and Creation.....83 Hours**

- ★ Addition of content (pages and posts) that has been proofed and is ready to be added to the site
- ★ Based on 10 minutes per page for 500 pages

## **Custom Website Design and Graphics ..... 40 Hours**

- ★ WordPress Theme design with 3 variations
  - ★ Feedback from the client will be needed throughout this process so that we can collectively agree on a site design that balances content and functionality
  - ★ Responsive site design optimized for all screen sizes and devices such as mobile, tablet, laptop, and desktop
  - ★ Home Page and 3 different sub page designs will be produced
  - ★ Banner Ad spots managed through widget locations
  - ★ Basic theme change for seasonal color update

## **Standard Site Functionality ..... 18 Hours**

- ★ Contact Form Setup
- ★ Social Media Integration to allow users to push content out via social media
- ★ Constant Contact or Mailchimp Integration for Email collection
- ★ RSS feeds for Blogs, Twitter, Facebook and YouTube
- ★ Sitemap and Printable page layout

# PROPOSED COST OF SERVICE - WORDPRESS

## User Portal ..... 22 Hours

- ★ Multiple user roles (3)
- ★ Role-specific capabilities for different areas of the site
- ★ Ability to import users & data from client spreadsheet

## Checkpoints/Version Control..... 8 Hours

- ★ Checkpoint will be taken daily via an on site plugin (stored offsite) as well as at the server level
- ★ Version control on a page by page or post by post basis with rollback capability

## Integration/Migration of Blog..... 18 Hours

- ★ The city source blog can either be migrated into the new WordPress install or integrated as it is currently. Migrating the content (posts) into the new site would help with overall organic SEO in the long run
- ★ Unique post design to match the new design of the site

## Calendar Integration.....20 Hours

- ★ Event Management system with multiple views
- ★ Ability for event RSVP, Map, Contact Info, and featured image
- ★ Seen here - <https://www.girlscoutsp2p.org/events> and here - <http://ncblueridge.ashevilleboomers.com/events-calendar>
- ★ Categories for different types of events
- ★ Master page to show grid layout of all events
- ★ Ability to showcase upcoming events in footer, sidebar, etc.
- ★ Ability to add repeating events
- ★ Integration with Google Maps



# PROPOSED COST OF SERVICE – WORDPRESS (CON'T)

## Tracking and Reporting ..... 6 Hours

- ★ Setup/Acquire Google Analytics Account Information
- ★ Setup and Installation of Heat map tracking (shows where people click and scroll) - <http://www.crazyegg.com/>
- ★ Setup and Installation of Google Webmaster Tools to help with overall site health

## Training ..... 8 Hours

- ★ Creation of website update videos
- ★ In person training for key staff members (35 Editors)

## Domain and DNS Management..... 4 Hours

- ★ Acquire registrar and hosting login information
- ★ Reprint DNS records to go live
- ★ Configure email to work with new hosting environment
- ★ Domain Troubleshooting

## Site Testing/Launch..... 18 Hours

- ★ Site Database and file backup/migration
- ★ Speed test and Sitemap Submission – Using this <http://www.webpagetest.org/>
- ★ Setup on ManageWP to automate site updates
- ★ Redirect any broken URL's from old site that are still indexed by Google

## Administrative and Project Management..... 30 Hours

## Stock Photo/Photography Budget..... \$800

295 hours @ \$95/hour.....\$28,025.00

# HOSTING AND PAYMENT

Once the website changes have been successfully completed the client has 30 days to request changes to tasks covered by this proposal. After this period of time has lapsed the client will be charged hourly at the rate listed below for all updates and additions to the website.

## Site Hosting

Website hosting can remain at the current host (\*see note below) or Big Boom Design can host the site for \$50 per month. Depending on the size of the website and traffic volume to the site, we can offer an increased performance hosting option for \$100 per month on a dedicated server. Staging environments (dev site) available with both plans.

## Payment

Payment will be broken down into installments. 50% of the proposed services is required to start the project. The remaining balance will be billed at \$4,000 every 30 days until paid in full.

All hourly updates are billed at a rate of \$95 per hour unless otherwise stated. Monthly retainers can be customized to match ongoing maintenance needs once these needs have been identified. Retainer rates are at \$75 per hour with a minimum of 10 hours per month.

\*If the website hosting is to remain at the current host, BBD will add 4 hours to this proposal to handle the collection of FTP information, Database credentials, and other needed information. This will also cover the time investment to backup from our development server, migration to the new server and testing at the new location.

**Total Project cost from previous page..... \$28,825.00**

BBD \_\_\_\_\_ Date \_\_\_\_\_

Client \_\_\_\_\_ Date \_\_\_\_\_

## COMPANY REFERENCES

### **Lisa Crawford**

VP of Marketing and Communications  
Girl Scouts Carolinas Peaks to Piedmont  
(828) 328-2444 x 3407  
[lcrawford@girlscoutsp2p.org](mailto:lcrawford@girlscoutsp2p.org)

### **Dave Tambling**

Social Direct Studio  
(336) 287-5179  
[dtambling@socialdirectstudio.com](mailto:dtambling@socialdirectstudio.com)

### **Rob Holton**

Holton Mountain Rentals  
(828) 964-1500  
[rob@holtonmountainrentals.com](mailto:rob@holtonmountainrentals.com)

### **Wright Tilley**

Executive Director  
Boone and Watauga County TDA  
(828) 266-1345  
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### **Mike Fox**

Mullingar Group  
President  
(336) 407-0820  
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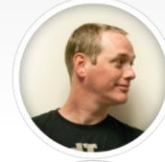
## COMPANY PROFILES

Big Boom Design is well staffed with a talented, locally based team. Each of our team members have a deep understanding in their own field and are always taking pioneering initiatives in continuing their own professional level of expertise.



### **Boomer Sassmann**

Owner/Internet Consultant  
(828) 545-3748  
[boomer@bigboomdesign.com](mailto:boomer@bigboomdesign.com)



### **Mike Hunnicutt**

Front End Developer  
[mike@bigboomdesign.com](mailto:mike@bigboomdesign.com)



### **Michael Hull**

Back End Developer  
[michael@bigboomdesign.com](mailto:michael@bigboomdesign.com)



### **Sarah Bonner**

Art Director  
[sarah@bigboomdesign.com](mailto:sarah@bigboomdesign.com)



### **Greg Gay**

Junior Developer  
[greg@bigboomdesign.com](mailto:greg@bigboomdesign.com)

### **Contracted Support:**

Emily Breedlove, Project Manager  
Angela Raimondo, Content Specialist



Boomer Sassmann has been the Owner and Lead Internet Consultant of Big Boom Design since its inception in 2007. His passion for web design began as a hobby back in grade school when the internet was in its infancy. Throughout the years, Boomer has actively been involved in the evolution of web design. He built websites through college for friends and small businesses around Boone, NC. After graduating with a degree in Industrial Design from Appalachian State in 2007, he launched Big Boom Design and never looked back.

Boomer is a life long learner and loves to help others find this same spark within themselves and their business. He teaches throughout the Southeast on topics ranging from Google Analytic tracking to WordPress website design. He is co-organizer of the WordPress Meetup group in Asheville, containing over 400 members. Boomer is a serial entrepreneur, heavily engaged in the Asheville start-up scene and has served as the internet consultant for hundreds of local and national business owners.

## Areas of Expertise

- Co-Organizer of the Asheville WordCamp (3 Years)
- Co-Organizer of the Asheville WordPress Meetup (6 Years)
- Teaches over 50 classes a year (CC and University)
- Over 500 websites built over the past 10 years
- Actively oversee 300+ hosted and managed websites
- Managed 5.9 Million unique views for his clients in 2015

## Education

*B.S. in Industrial Design*  
Appalachian State, 2007

## Technical Proficiency

### Tracking and Analytic Tools

- Google Analytics
- Google Adwords
- Google Webmaster Tools
- Google Merchant
- SEM Rush Keyword Analytics
- Crazyegg Heat mapping

### Content Management Systems

- WordPress (10+ Years)
- Joomla (10+ Years)
- Dot Net Nuke
- Magento
- Drupal

### Software

- Adobe Photoshop
- Adobe Premier
- Camtasia



Mike Hunnicutt enjoys games and puzzles and loves the challenge of using the skills learned from his passions to accommodate client needs while overcoming the everyday obstacles that can get in the way of the successful completion of a project. Well versed in all things web related, Mike continues to push the boundaries of what one can expect of an online experience.

## Areas of Expertise

- Creating themes and templates for content management systems like WordPress, Magento, and Joomla!
- Front-end web development, CSS and SCSS frameworks
- Changing wireframes and design mock-ups into front-end reality
- Back-end functionality and organization
- Google Analytics
- Responsive, mobile ready layouts
- Cross-browser compatibility
- Usability testing
- Marketing and branding campaigns
- Quality assurance planning and execution

## Education

*Associates in Mechanical Engineering*  
Blue Ridge Technical community college  
Graduated 2003

*Associates in Digital Media*  
Asheville Buncombe Technical community college  
Graduated 2011

## Technical Proficiency

### Languages

- HTML/HTML5
- CSS/CSS3
- PHP
- SQL
- JS (jQuery)

### Tools

- Constant Contact, MailChimp
- Google Analytics, CrazyEgg, SEMrush
- Adobe Photoshop, Adobe Illustrator
- WordPress, Joomla!, Magento
- WooCommerce
- Microsoft Suite

# MICHAEL HULL – BACK END DEVELOPER



Michael Hull came to Big Boom Design as a college mathematics instructor whose forays into coding had strongly motivated him to make a career shift. He had taught himself HTML, CSS, PHP, MySQL, and JavaScript in his free time; and he was eager to put those skills to use in an official capacity. Since coming to work for Big Boom Design, Michael has parlayed his mathematics knowledge into a powerful web development skill set that is continually evolving.

Michael is fond of saying that his love and study of math prepped him for a career in web development without his being aware. During his time at Big Boom Design, he has led development on numerous projects including member directories for local and state-wide associations, learning management systems for continuing education providers, and digital recruitment systems for colleges and universities. In addition, Michael heads up Big Boom's WordPress plugin development team, which releases public plugins to the wordpress.org repository and also creates custom plugins to suit the specific needs of Big Boom's individual clients.

## Areas of Expertise

- Unified Frontend/Backend MVC architecture rooted in MySQL and object-oriented PHP
- Helping clients migrate data from legacy systems to custom platforms built on WordPress or Joomla
- JavaScript and related tools/libraries (AJAX, jQuery, jQuery UI, Scroll Magic, Angular, Backbone, etc.)
- Specialized workflows with Node.js, Gulp/Grunt, Browserify, SASS/SCSS, Compass, etc.
- Version control with Git and Subversion
- Code quality monitoring for best practices and strict standards
- Creating WordPress themes and plugins

## Education

*M.S. in Mathematics*

Northern Arizona University, 2006

*B.S. in Mathematics*

Belmont University, 2004

## Technical Proficiency

### Languages

- PHP
- MySQL
- JavaScript/jQuery/JSON/AJAX
- HTML
- CSS/SASS/SCSS

### Tools

- Linux/Unix
- Apache/nginx
- Vagrant/Virtual Box/XAMP
- Git
- Subversion
- Node.js/npm



Sarah Bonner loves creating innovative and personalized designs that connect the user with the website. She thrives on the challenge of aligning technical solutions with client business goals to create a cutting edge and user friendly visual experience. Sarah has over five years of experience in the industry and has led design development for over 150 websites including multiple tourism development sites such as Banner Elk and higher education systems such as High Point University and a variety of businesses all over the world. As Art Director at Big Boom Design, she ensures all visual needs are met while striving to meet our high expectations of success.

## Areas of Expertise

- Creating Website Designs based around client needs
- Responsive, mobile friendly design
- Theme and template content management systems like WordPress and Joomla!
- Front-end web development, CSS and SCSS frameworks
- Working with wireframes and design compositions
- Marketing and branding campaigns
- Communicating with developers to create live website
- Usability testing
- Quality assurance planning and execution

## Education

*BFA in Graphic Design and Photography*  
Western Carolina University

## Technical Proficiency

### Languages

- HTML
- HTML5
- CSS
- CSS3

### Tools

- Adobe Creative Suites
- Constant Contact, iContact, MailChimp
- Google Analytics
- WordPress, Joomla!
- Asana
- Microsoft Suite



Greg's degree in Computer Science has given him a solid background to insure he can perform well in the ever-changing web design industry. He is always eager to contribute his enthusiasm and up-to-date skills to every project he tackles with the aim of improving the overall online presence of clients. Greg's willingness to learn and his attention to detail helps make him a great asset to the Big Boom Design Team.

## Areas of Expertise

- Front-end web development, CSS and SCSS frameworks
- Converting wireframes and design compositions into front-end code
- Back-end web development and architecture
- Theming and templating content management systems like WordPress and Joomla!
- Responsive, mobile friendly markup
- Cross-browser implementation
- Google Analytics
- Usability testing

## Education

*Bachelors in Computer Science*

University of North Carolina at Asheville

Graduated 2013

## Technical Proficiency

### Languages

- HTML/HTML5
- CSS/CSS3
- PHP
- SQL
- JavaScript (jQuery)
- Git

### Tools

- WordPress, Joomla!
- MailChimp, Constant Contact
- Google Analytics
- CrazyEgg, SEMrush
- WooCommerce
- Adobe Photoshop, GIMP
- Asana
- Microsoft Suite





Having spent the past 15 years working in marketing, economic development and community events, Emily has been fortunate enough to have experienced this space from both the entrepreneurial approach and the resource provider perspective. She is currently serving as Project Manager with programs such as the SBA funded ScaleUp WNC program, the new Certified Entrepreneurial Communities Program through Creative Economic Development Consulting, and is the host of the annual Mompreneur Gathering and Authentic Communities Summit. Emily is a certified trainer in the REAL (Rural Entrepreneurship through Action Learning) Curriculum and serves as Board Treasurer for The Sequoyah Fund, the Community Development Financial Institution for the Eastern Band of Cherokee Indians.

Prior to Small Town Ventures, Emily served as the Director of the Certified Entrepreneurial Communities® Program with the AdvantageWest Economic Development Group, Marketing Professor at Southwestern Community College, and the Founder of the Center for New Mountain Business. Emily is passionate about working one-on-one with entrepreneurs and organizations to develop strategies for more effectively and authentically sharing their story.

## Education

*BS in Political Science*

University of Central Florida, 2006

## Areas of Expertise

- Project Management and Coordination
- Branding Strategy and Campaign Development
- Website Wireframing and Design
- Marketing, Public Relations and Media
- Event Planning and Promotion
- Content Generation and Editing



Angela Raimondo is an educator and visionary turned professional writer and editor. She works side by side with businesses to create content that tells their individual stories while describing their products and services. Angela has assisted small to mid-size businesses with: web content, email marketing campaigns, memos, eBooks, blog posts, marketing materials, and client letters. Large-scale projects include writing and editing operations manuals, policies and procedures manuals, and editing manuscript-length documents. Her interests in innovation, academia, and literature help keep her feet firmly planted in the three worlds she loves, and she relishes the diversity she finds.

Prior to her work in content writing and editing, Angela taught college writing courses at higher education institutions such as SUNY Fredonia and Penn State. She later worked in Residence Life at SUNY Fredonia, where she served as Chair of the Publications Committee, overhauling their internal and external documents for staff and students. In 2008 she co-authored *Beyond Normal: Making Your Writing Devilishly Good*, a handbook for college writing. The book came together as a result of an interdisciplinary collaboration on campus with several faculty members from all major departments, and Angela oversaw this process.

## Education

*BA in English, Communication*

Asheville-Buncombe Technical Community College

*MA in English*

State University of New York at Fredonia, 2002

## Areas of Expertise

- Drafting, Formatting and Editing Web Content
- Marketing Material Content
- Composing and Editing Feature Articles
- Press Releases and Public Relations
- Social Media Content and Promotion





### North Carolina Builder Institute

The NCBI is the educational arm of the North Carolina Home Builders Association. By offering continuing education and professional development opportunities for NCHBA members, the NCBI helps home builders and industry professionals stay on the cutting edge.

In a similar fashion, Big Boom Design is making sure that the NCBI stays on the cutting edge technologically. Our custom software platform, based on WordPress and built specifically for the NCBI, makes it a snap to do tasks like migrating old Microsoft Access data into the system, or allowing students to log in and keep track of their transcript data and progress toward earning accreditation.

### Features

- Imports student information, transcript data, instructor information, and course directory information into the WordPress environment
- Administrators can easily choose which continuing education courses are available for immediate signup
- Students can safely and securely signup and pay for classes on the site
- Students can log in to view/print their transcript records and see their remaining requirements for accreditation
- Administrators can quickly search and find students on the website using a wide variety of data fields (e.g. searching by name, email, physical address, etc.)
- Administrators can generate several detailed reports and download them in spreadsheet format
- Downloadable reports include student and faculty information, class rosters, graduation/recertification data, and payment information
- Provides several filters for the downloadable reports, so that administrators can get exactly the data they need. Examples include filtering by Local Association, class date range, and student recertification date.

# THE PARISH GROUP

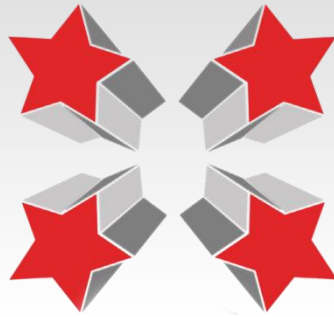
### The Parish Group System

The Parish Group is a boutique marketing agency based in Asheville whose specialty is working with private higher education institutions to attract up-and-coming college freshmen.

Big Boom Design built a software platform based on a WordPress multisite installation that allows The Parish Group to house several websites for the individual schools' marketing campaigns. The highly customized WordPress solution allows The Parish Group to import, filter, and export the student data that drives their marketing efforts, and it also lets them track information about which prospective students are making inquiries for each school within the system.

### Features

- Allows easy creation of new websites within the multisite system whenever a new marketing campaign is required
- Uses domain mapping to allow a unique domain name for each website within the multisite
- Imports lists of students that can be tracked together as a group and associated with any campaign within the multisite
- Generates a unique access code for each student imported into the system, which allows students to log in and update their information and interests
- Allows any prospective student to signup and create their own access code, even if they are not already in the system
- Exports students with the ability to filter by campaign, inquiry status and date range
- Cleans up the student data reports using a matching algorithm to remove duplicate students and combine key pieces of data for duplicate entries
- Easily removes lists of students for long-term housekeeping as students in the system graduate high school and become ineligible for marketing efforts



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BOOM  
DESIGN**

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